

NOMINATION FOR AWARD		
AWARD Outstanding Reserve Component Public Affairs Officer	CATEGORY (If Applicable) MAJCOM - Individual	AWARD PERIOD 1 Jan 01 - 31 Dec 01
RANK/NAME OF NOMINEE (First, Middle Initial, Last) Lt Col Vicki K. Stein	SSN (Enter Last 4 Only) 9506	MAJCOM, FOA, OR DRU AFMC
DAFSC/DUTY TITLE 35P4, IMA to the Director of Public Affairs	NOMINEE'S TELEPHONE (DSN & Commercial) DSN 787-6308, Com 937-257-6308	
UNIT/OFFICE SYMBOL/STREET ADDRESS/BASE/STATE/ZIP CODE HQ AFMC Public Affaris, AFMC/PA, 4375 Chidlaw Rd, Rm N152, Wright-Patterson AFB OH 45433-5006		
RANK/NAME OF UNIT COMMANDER (First, Middle Initial, Last)/COMMANDER'S TELEPHONE (DSN & Commercial) Colonel Donna L. Pastor, DSN 787-6306, Comm 937-257-6306, donna.pastor@wpafb.af.mil		
SPECIFIC ACCOMPLISHMENTS (Use single-spaced, bullet format)		
<p>Job Knowledge/Professional Qualities:</p> <ul style="list-style-type: none"> - A Total Force professional! Leader in developing a corporate PA program for a MAJCOM with a \$40 billion budget and the most diverse and complex mission in the Air Force. All messages on target - Joined team leading AF's second largest MAJCOM PA program in critical weeks following 9/11 - Key to massive PA project to tell the world of AFMC's contributions to AF's warfighting capability <ul style="list-style-type: none"> -- Major media targeted with 4-star op-ed piece, letters sent to 300 key civic leaders. Huge success! - Gifted adviser to commander and staff, serving as principle spokesperson for high-visibility issues <ul style="list-style-type: none"> -- Personally responsible for positive national coverage of commander's speech at national conference -- Coached AF spokesmen for follow-on queries about TWA Flight 800 accident. Textbook coverage! - Strategic thinker! Shaped messages in AF plan to implement Space Commission recommendations - Honed messages that tell how AFMC provides every bit of warfighter support for the War on Terror - Savvy media expert! Defused interest in anthrax vaccinations, depot engine problems & whistleblower - Command's PA expert for AF manpower assessment--turned the bottom line from a -5 to a + 27 - Lauded by 4-star for work in organizing first AFMC Community Liaison Program, bringing together some 30 influential community leaders from across the command. Great results: 30 new AF advocates - Critical member of HQ AFMC/PA internal communication team that led AF in news products volume <ul style="list-style-type: none"> -- Steered development of 560 articles, keeping AFMC's 88,000 people--and the AF--well-informed <p>Leadership/Organizational & Planning Skills:</p> <ul style="list-style-type: none"> - Hand-picked by Director to conduct one-person staff assistance visit to high ops tempo field PA office <ul style="list-style-type: none"> -- Reinforced team effort to highlight value of PA to base leadership. PA now a more trusted asset! -- Led meeting with Joint Task Force-Olympics PA to establish field and headquarters PA roles in the Salt Lake City Winter Olympics. Set the stage for AF to garner broad positive coverage in media -- One-person media relations operation! Fielded variety of complex, cross-command media queries -- Carefully guided junior officer new to PA. Bolstered the lieutenant's knowledge baseline tenfold! -- Identified critical need and established process for better editorial review of weekly base newspaper - Strengthened F-22 media/community relations plan, ensuring media and public learned value of F-22 - Guided award-winning command magazine team! AFMC's <i>Leading Edge</i> judged one of top two in AF - Mentor to command's 25 PA reservists. Provided career guidance, advice and pushed them to excel - Developed ground-breaking cost activity survey, enabling base PAs to gain 10-20% funding increase <ul style="list-style-type: none"> -- Great insight into PA operations! Gave field offices first glimpse of cost of running a PA program - Service before self--donated time as volunteer recruiter for AF Academy, AFROTC and AF civilians <p>Judgement and Decisions:</p> <ul style="list-style-type: none"> - Has the judgement to make the right decisions, whether it's advising the command's PA reservists on career path decisions or developing guidance on issues that make headlines inside/outside the beltway - Sought by field for advice on hot issues--UAV mishap, PAVE PAWS protests, environmental crises - Insightful guidance during development of Space Commission PA plan for AF ensured right messages hit the right audiences. Made transfer of LA AFB from AFMC to AF Space Command look easy - 4-star's trusted counsel in meeting with Ohio governor--led to expanded relationship for AFMC, AF - On-the-spot decision-maker when escorting senior staff to public events. Always makes the right move <p>Communication Skills:</p> <ul style="list-style-type: none"> - Acknowledged expert! Easily translates complex technical programs. She brings high-tech to life! <ul style="list-style-type: none"> -- The scientists' go-to person for communication counsel on AF science and technology programs - None better in coaching officials how to deal with the media. Star in AFMC media training program - Superb communicator! Edited 2001 AFMC Reserve Report--reduced cost 40%; widely lauded, used - Kept leadership informed. Expertly edited and distributed daily media analysis to HQ staff and field - Identified civilian employee concerns for workforce shaping messages--vital to AFMC, AF future - Master of preparation! Ensured senior leadership was ready for any event. Messages 100% on target! 		

NOMINATION FOR AWARD *(Continued)*

RANK/NAME OF NOMINEE *(First, Middle Initial, Last)*

Lt Col Vicki K. Stein

SPECIFIC ACCOMPLISHMENTS *(Use single-spaced, bullet format)* *(Continued)*